

Claims Service Quality Marque

Proving your claims performance



Gracechurch.



Service Quality Marque

The SQM is awarded annually to claims teams who have been rated as having consistently outstanding service quality based on the Gracechurch Claims Service Monitors.

What does SQM do?

**The SQM
provides a truly
independent
accreditation of
claims service
quality.**

Key Measures & Data Evidence

for the Claims Service Reports



Net Promoter Score

Allows cross company comparisons of service NPS performance



Top of mind recommendation

Measures an organisation's top-of-mind awareness



Usage

Identifies the claims services used by the claims advocate in the last 6 months



Service ratings

Measures insurers' claims service performance

What is SQM based on?

Claims teams achieve the award based on a range of empirical measures, including having a 12 month consistently above-average 'Net Promoter Score' (NPS®) and strong performance on the customer-centric service ratings of Commerciality and Communication.

Why NPS?

NPS[®] measures claims brokers' likelihood of recommending each of the insurers they interact with based on service quality. We benchmark NPS based on thousands of data points.

SQM claims portfolio

The specialty insurance markets' only independent service ratings.



**Prove your service quality and
support your claims brand**



Get in touch

Find out if you qualify to earn the Service Quality Marque

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